

# PERFORMANCE MARKETING GUIDE TO BOOST YOUR BUSINESS GROWTH

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Looking for faster results to drive your business growth post pandemic? Utilising Performance Marketing provides both small businesses as well as large enterprises an opportunity to increase their return on investment at a faster pace in comparison to Organic Search Marketing.

Research shows that 81% of individuals worldwide search online for a product or service. As part of this search traffic about 28% comes from paid search using what we call Search Engine Marketing (SEM). Apart from crafting a compelling SEM Strategy, effective performance marketing execution requires strong technical know-how of Google Ads. With our SEM solutions, VK Transformation's B2B and B2C clients have become more visible to their potential customers - increasing their brand awareness, generating more leads and sales. VK Transformation's B2B and B2C clients have seen that Search Engine Marketing solutions make them more visible to their potential customers furthermore increasing their brand awareness, leads and sales.


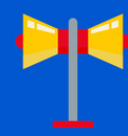


In this month's newsletter, our team aims to cover aspects of how SEM implementation is advantageous for businesses, and how Performance Marketing can be implemented effectively by businesses and Ecommerce in order to accelerate sales & revenue.

## BENEFITS OF USING SEM & PERFORMANCE MARKETING FOR BUSINESSES

Research shows that small businesses who initiated SEM efforts saw revenue growth of up to 46%. Additionally businesses who adopted digital marketing are 65% confident that they are prepared for post-covid recovery in comparison to 38% for businesses who did not venture into digital marketing.



As such with the right analysis, strategy and technical know-how execution experience of performance marketing, businesses can benefit from using SEM as below:

<p><b>Reach Target Audience</b></p>  <p>Make your ads visible to only your desired target audience.</p>	<p><b>Gain Brand Awareness Faster</b></p>  <p>Unlike organic search, paid search lets your business come on top of the page faster &amp; earlier.</p>	<p><b>Accelerate Lead Gen</b></p>  <p>With technical know-how &amp; strategy, generate leads faster in shorter time frame.</p>	<p><b>Control over Budget</b></p>  <p>Flexibility to set your budget as per your goal and media plan allocation.</p>
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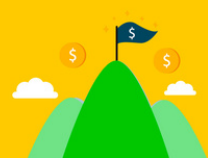


Catch our blog here: [Search Engine Marketing Guide for Small Businesses to Drive Sales](#)

## HOW TO USE GOOGLE ANALYTICS FOR PERFORMANCE MARKETING

Performance Marketing involves in-depth analysis and tracking of data in order to effectively devise optimisation strategies that would lead to campaign success.

According to Google, marketing leaders are 1.5X as likely as mainstream marketers to have an integrated marketing and advertising technology stack. So, how can you manage and use integrated marketing strategies to your benefit? One popular, but complex, solution is Google Analytics.

What Google Analytics does is that it provides you an integrated overview of all your marketing campaigns across all platforms. It allows you to track the source of your traffic and map complex customer journeys so that you can accordingly optimize your marketing spend in order to maximise your ROIs. Google Analytics requires 3 aspects in order for its effective usage:

<p><b>Set Goals</b></p>  <p>Set Business goals as per dimensions such as Destination, Duration, Pages per Session or Event.</p>	<p><b>Track Campaigns</b></p>  <p>Tag all URLs used in CTA to determine the source of your website traffic and generate reports.</p>	<p><b>Optimize</b></p>  <p>Monitor &amp; Optimize the campaign regularly to ensure effective budget spend. Optimization can be done by keywords, web pages or monitoring bounce rate etc.</p>
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Catch our complete blog here: [Using Google Analytics for Successful Performance Marketing](#)



## BOOST YOUR ECOMMERCE BUSINESS USING PERFORMANCE MARKETING

The onset of the pandemic has led to a drastic increase in the ecommerce market with revenue reaching a whopping US\$ 3,193 million for Singapore alone in 2021. Data also showcases that the annual revenue growth rate for Ecommerce is predicted to be 6.53% worldwide every year. This data coupled with the fact that individuals are now more reliant on shopping online calls for a need for companies to venture in performance marketing for ecommerce so as to leverage on this growing segment. How can performance marketing for Ecommerce help in business growth?

### Increase Competitiveness



A compelling performance based strategy via ads would help retailers be more competitive and sustain revenue growth.

### Expand To New Customer Segments



With right strategy and execution on platforms such as Shopee, Lazada & Toko would help companies expand to newer market segments.

Catch our complete blog here : [How Can Performance Marketing Boost your eCommerce](#)

### Accelerate your digital brand with VK Transformation's EDG Strategic Brand and Marketing Development

Effective SEM execution requires complex analytics and optimisation functions that need expertise in order to navigate and implement. With performance marketing, our highly skilled and certified Google Marketing specialists have been helping B2B businesses generate at least 50 leads over 3 months and up to 18.5x ROAS for B2C businesses. VKT provides end-to-end solutions to its clients, enhancing their competitiveness in order to strengthen their brand presence and achieve sustainable incremental growth.

With our experienced EDG Certified Consultant, we have a proven track record in achieving a high EDG application success rate up to 80% funding. This maximum support level of up to **80% for the Enterprise Development Grant is valid till 31 March 2022.**

Get a free website or social media audit today. Join us for a virtual coffee chat to learn more about how we can help you cut through the noise with performance marketing to drive success in 2022.

### FOR MORE DETAILS, CONTACT US TODAY

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